

Butting In

Tobacco Control Update

from the Division of Population Health and Information

"Excuse me, but here's something that might interest you..."

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Young Albertans are fighting back

Despite a recent significant increase in tobacco consumption among Alberta youth, this province's young people are taking a stand against tobacco industry marketing.

The Canadian Tobacco Use Monitoring Survey (CTUMS) showed that Albertans aged 20 to 24 who smoke increased to 36 per cent from 27 per cent last year.

Tobacco marketing promotes tobacco use as normal, socially acceptable behaviour. Tobacco promotions undermine the health message that smoking and exposure to secondhand smoke are not acceptable or safe.

So why is the young adult market segment so important to the tobacco industry?

in bars near campuses in Alberta. Through careful use of colour schemes and attractive young "cigarette girls" who have the company's brands available for immediate sale, the tobacco company creates the impression good times and cigarettes are connected.

Alberta youth are fighting back. They do not want to become smokers to "replace" the approximately 4,000 people who died from tobacco use in this province in 2002.

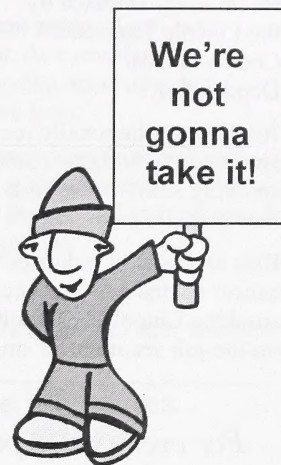
The Alberta Alcohol and Drug Abuse Commission (AADAC) awarded more than \$500,000 in grants this winter to help young Albertans counter the marketing practices being used to encourage them to smoke.

And, seven post-secondary education institutions and eight community-based youth service groups have taken the funding to mount their own campaigns.

The Alberta Cancer Board (ACB) received a \$50,000 grant to support the work being done by some of these organizations. ACB will provide expertise in counter-marketing strategies and messaging to campuses from Lakeland to Lethbridge.

The students, in turn, will organize local campaigns to inform their peers about tobacco industry tactics and introduce policies to reduce tobacco use, sales and sponsorships on their campuses.

Source: Alberta Cancer Board Tobacco Project and Policy Developer



Tobacco marketers regard smoking initiation as a process that begins among teenagers but that must be cultivated among young adults.

American Journal of Public Health

According to industry documents published by the *American Journal of Public Health* in 2002, "Tobacco marketers regard smoking initiation as a process that begins among teenagers but that must be cultivated among young adults."

Among the tactics used to promote the sale of cigarettes to 18 - 24 year olds, tobacco companies such as Rothmans, Benson and Hedges have supported on-campus music events and special nights

Study links secondhand smoke to hospitality workers deaths

Every year in Lincoln, Nebraska, 17 non-smoking restaurant and bar workers die of exposure to secondhand smoke, primarily as a result of exposure at their places of work.



This is according to a recent study released by the Lincoln Lancaster County Health Department.

Jim Repace, nationally recognized physicist, analyzed the cotinine content in urine of 28 non-smoking adults who work in Lincoln restaurants and bars that allow smoking.

Risk assessment indicates that 17 heart disease and cancer deaths per year occur among the 9,400 non-smoking Lincoln hospitality workers as a result of on-the-job secondhand smoke exposure.

For every seven people who die from smoking in Nebraska, a non-smoker dies from being exposed to the smoke.

Nebraska study

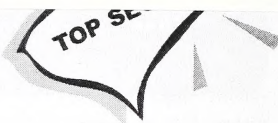
Cotinine, a metabolite of nicotine, is a powerful indicator of tobacco smoke exposure and is an index of disease risk as well.

This study shows that the Lincoln hospitality workers' median cotinine level is more than 18 times higher than the median for a national probability sample of cotinine levels from 12 locations across the country.

Source: James Repace, CEO Repace Associates, Smoking Bans in Bars: Unnatural or Long Overdue?

CORPORATE CORNER Die Young - Save Money

This letter, reproduced in "Globalink" by Anne Landman of the American Lung Association from tobacco company documents made available through the Master Settlement Agreement, is from William Kloefer, Senior Vice President of the Tobacco Institute, to Ernest Pepples, Vice President and General Counsel for Brown & Williamson. It states quite clearly how the tobacco industry felt about its products causing premature death.



"Smoking saves us substantial sums in care and support for the elderly and retired population."

William Kloefer, Brown & Williamson

"The adversary (public health advocates) claims smoking reduces lifespan by eight years. Obviously he can be hoisted on that petard with a demonstration that by his standards, wrong as they may be, smoking saves us substantial sums in care and support for the elderly and retired population.

"Certainly this approach opens the way to charges of cynicism. But cold mathematics can, I think, reduce our vulnerability to that. And I'll bet that careful research done by persons who know their way through the labyrinths of demographics, actuarial and health cost data will turn up some things surprising to all of us."

Source: Company/Source: Brown & Williamson

Document Date: 31 Oct. 1978

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URL: <http://tobaccodocuments.org/landman/644392.html>

PDF Version: <http://legacy.library.ucsf.edu/cgi/getdoc?tid=zym93f00&fmt=pdf&ref=results>

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